

JULY - 24, 1970

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

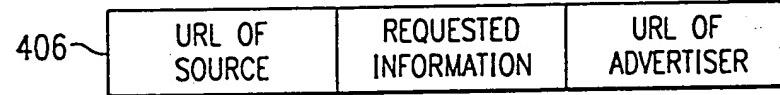


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e

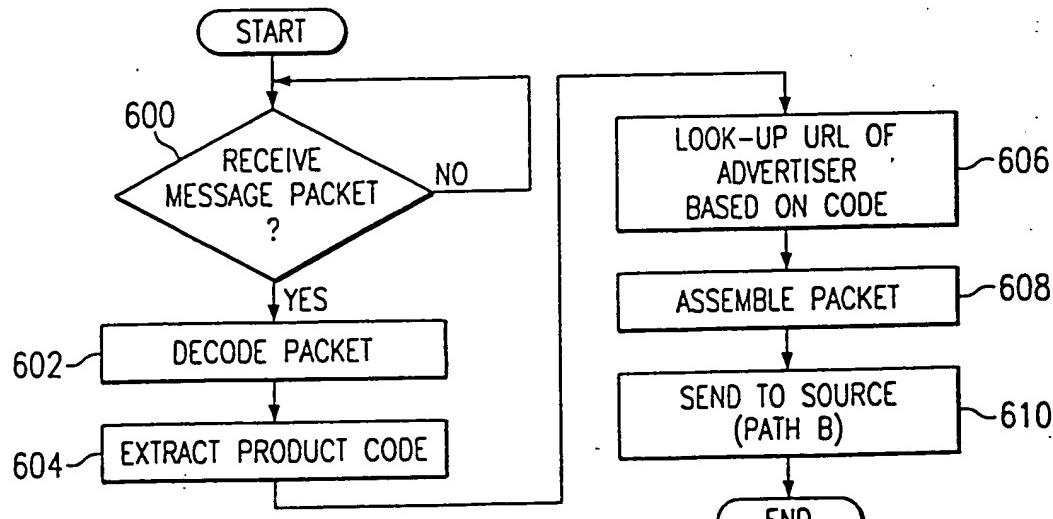


FIG. 6

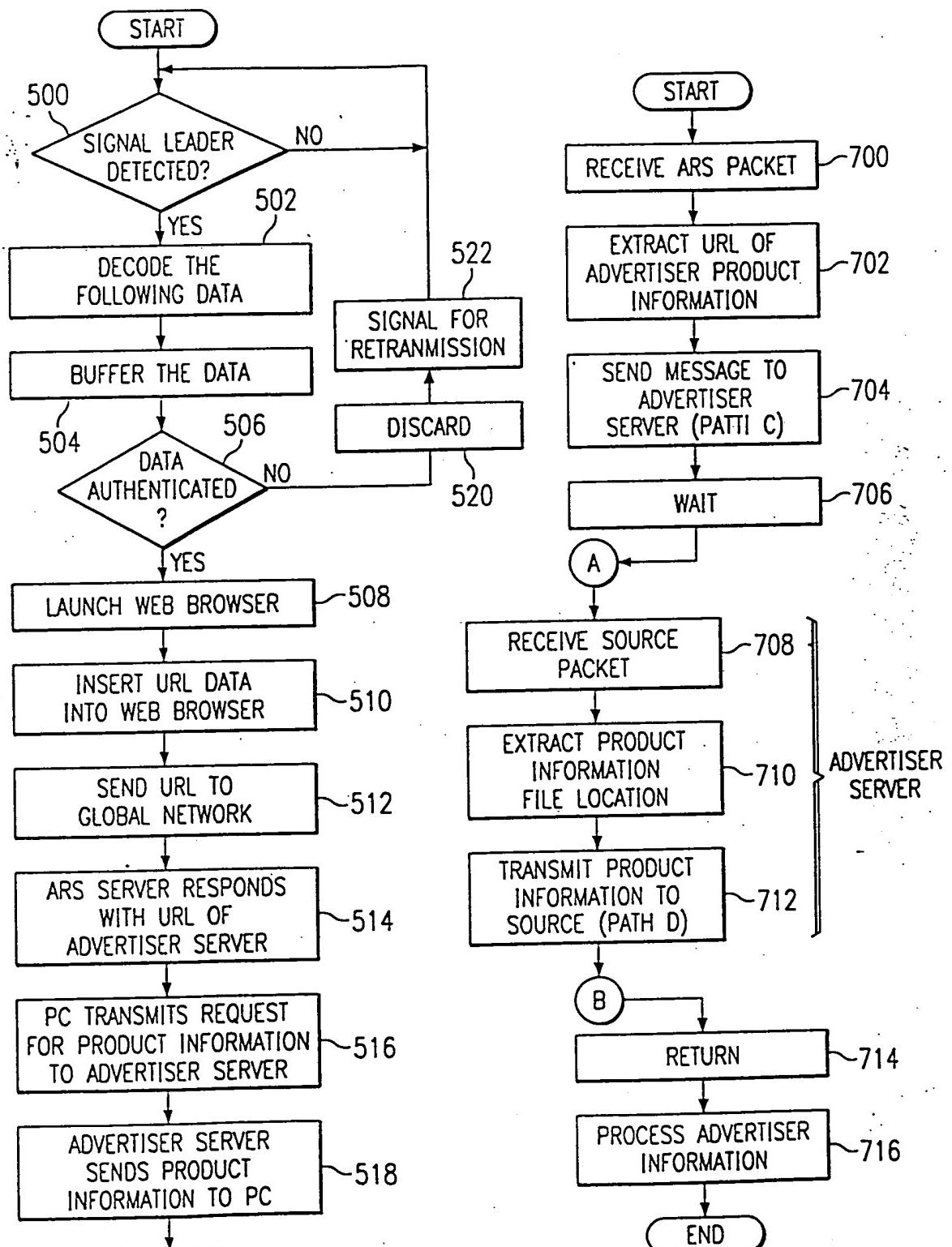


FIG. 5

FIG. 7

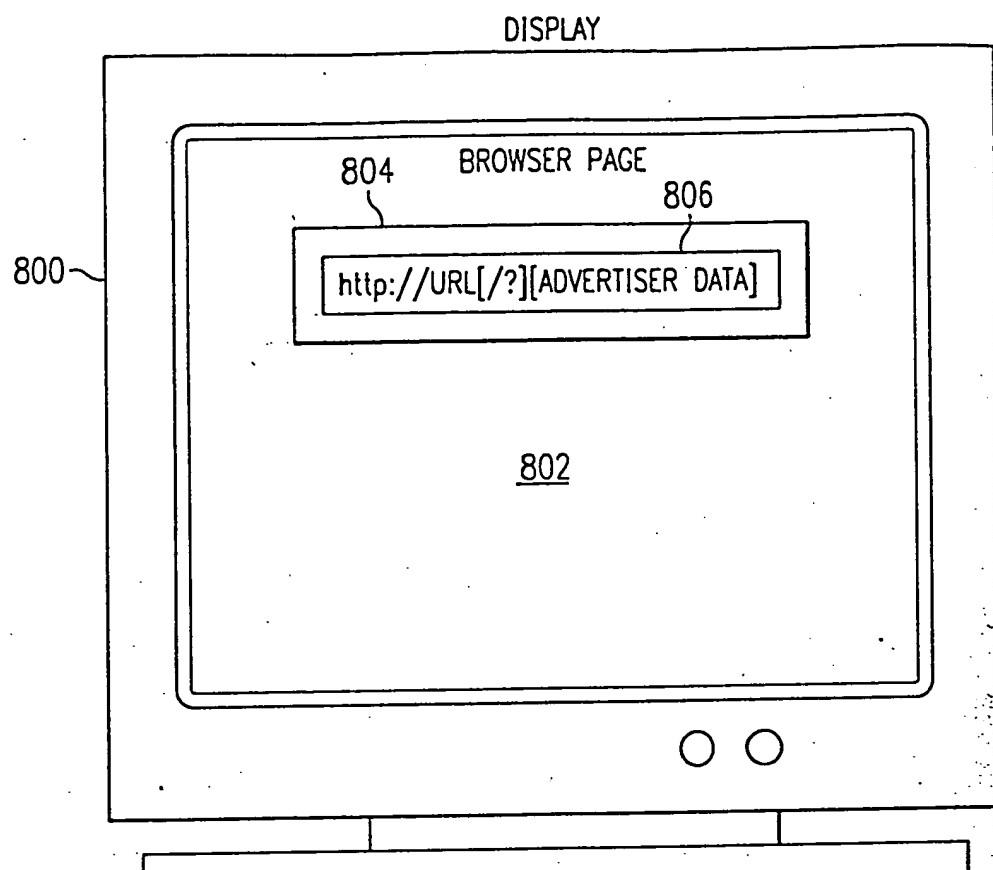
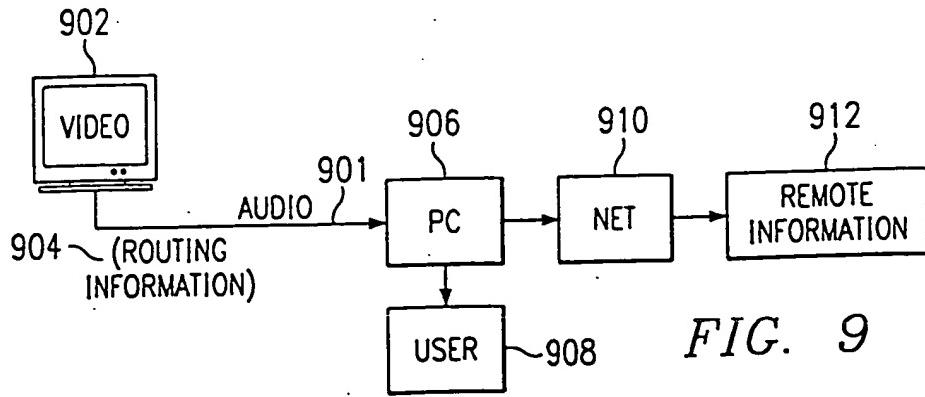
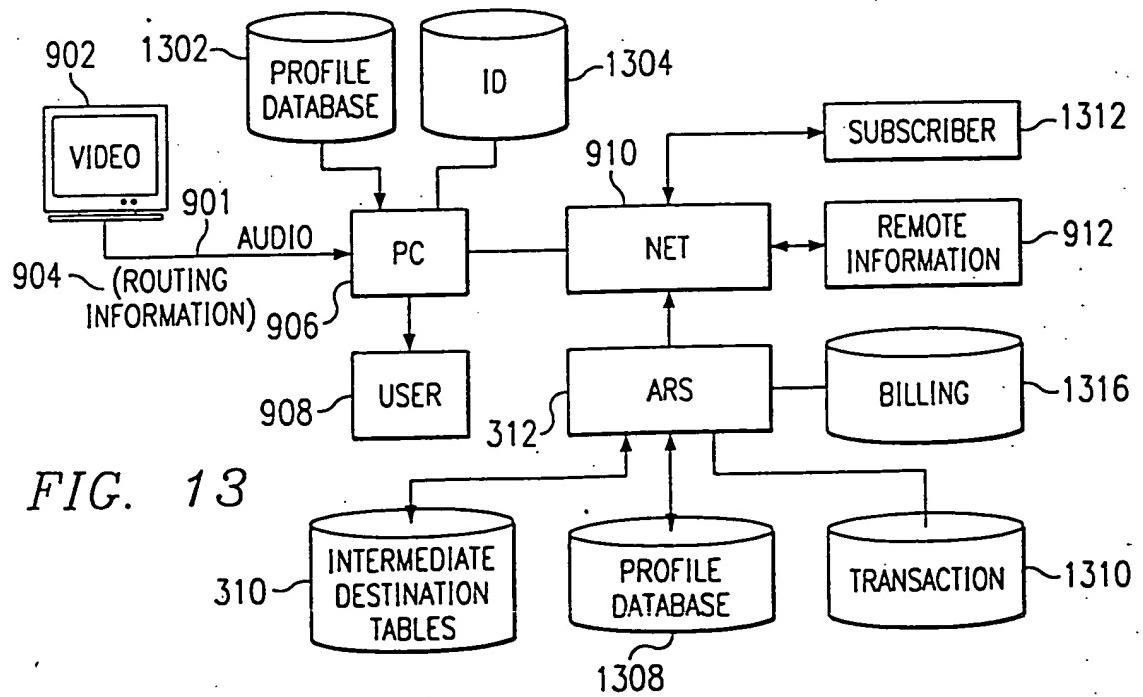
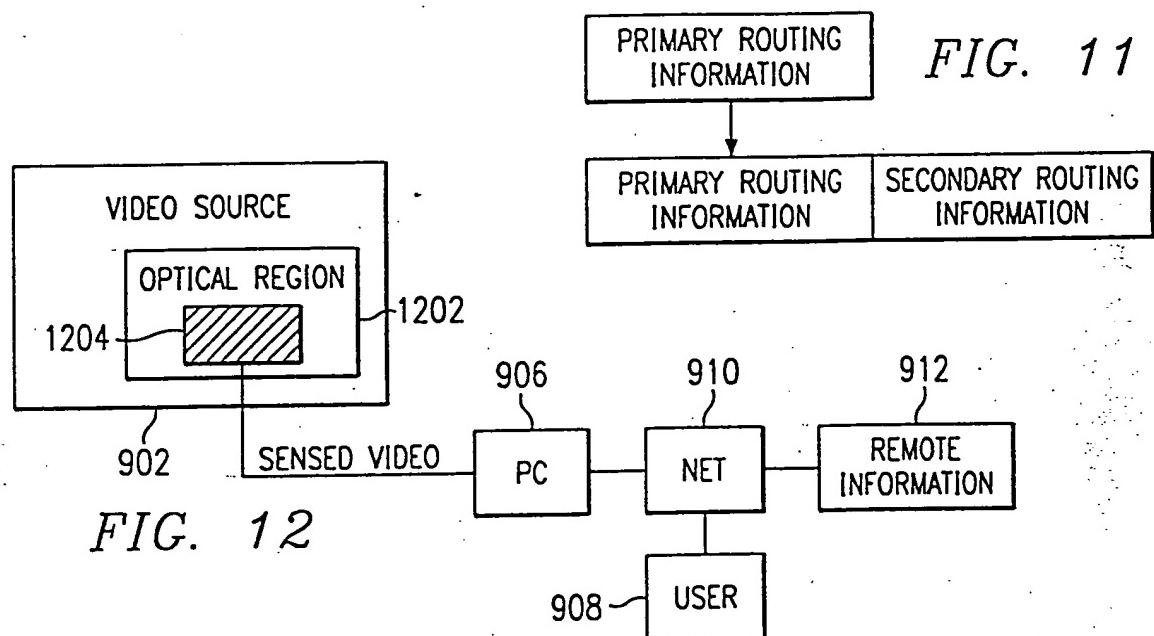
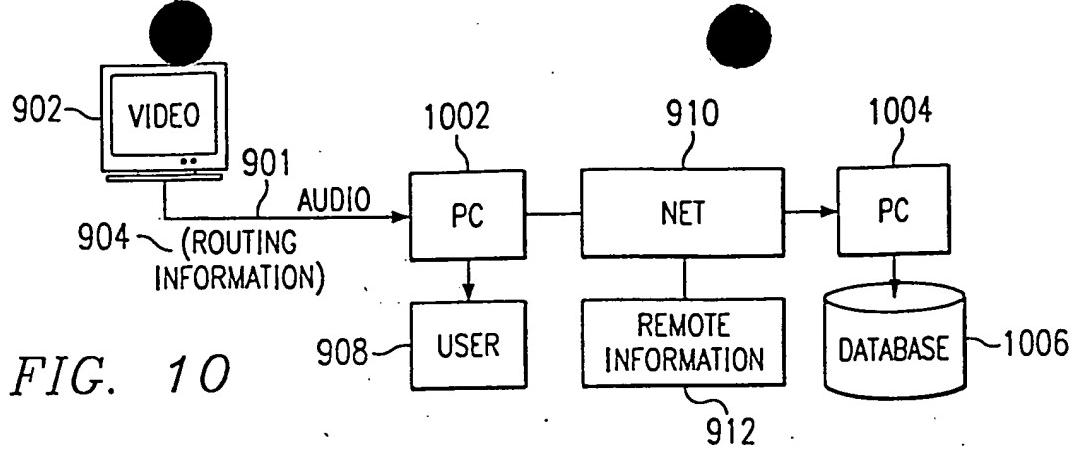


FIG. 8

OPEN PAGE  
USE HYPERTEXT PROTOCOL  
URL OF ARS  
ALLOW VARIABLE APPENDING  
APPENDED VARIABLE (e.g., UPC CODE)  
CARRIAGE RETURN - TRANSMIT DATA





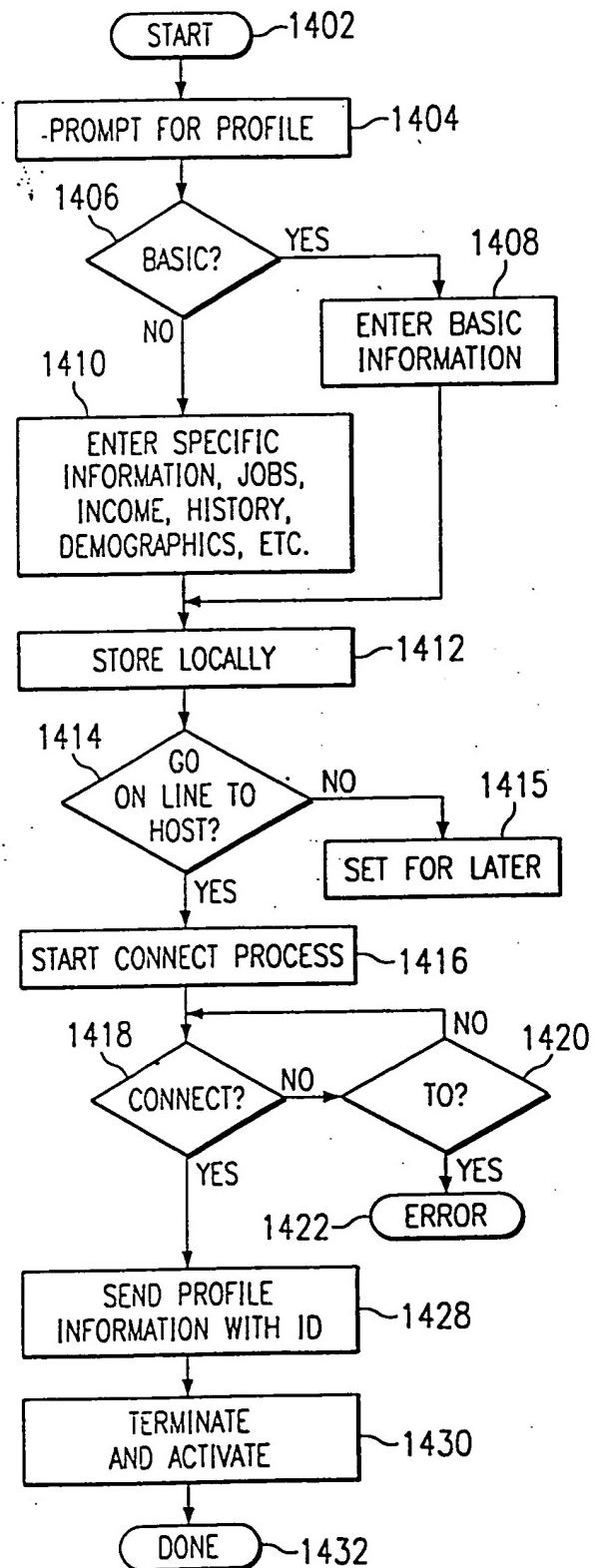


FIG. 14

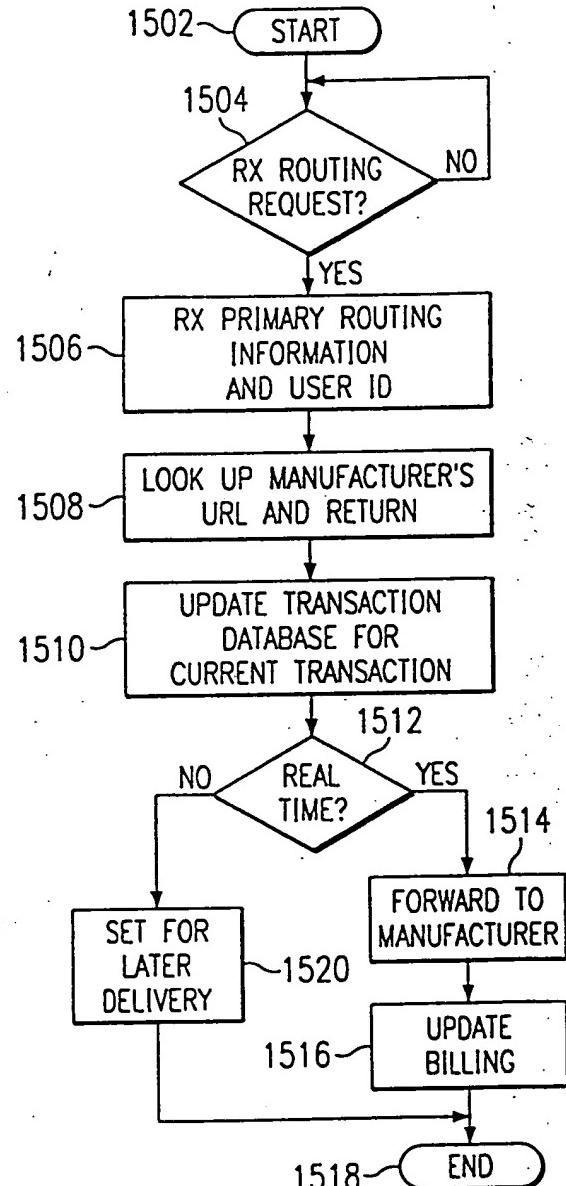


FIG. 15

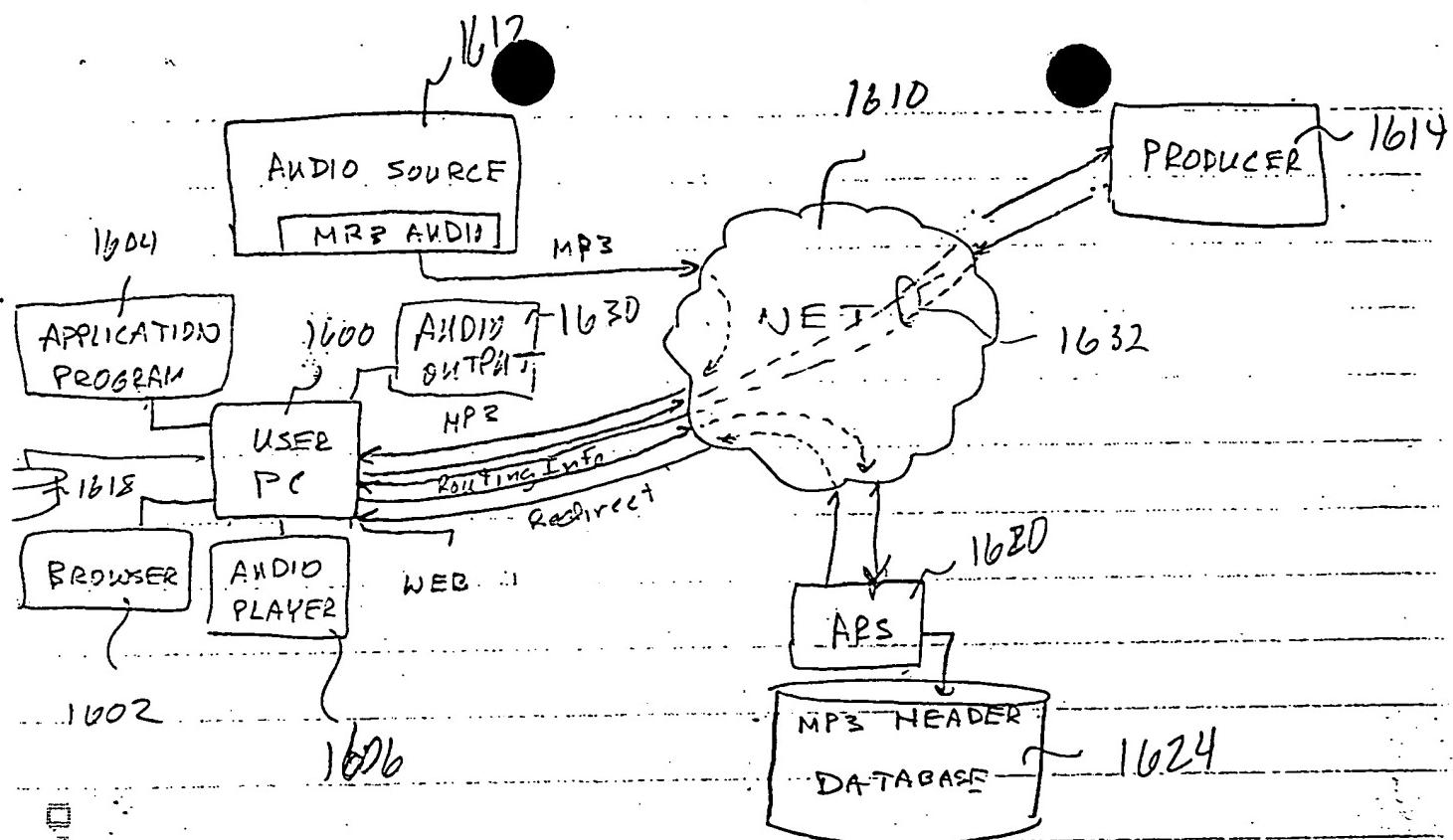
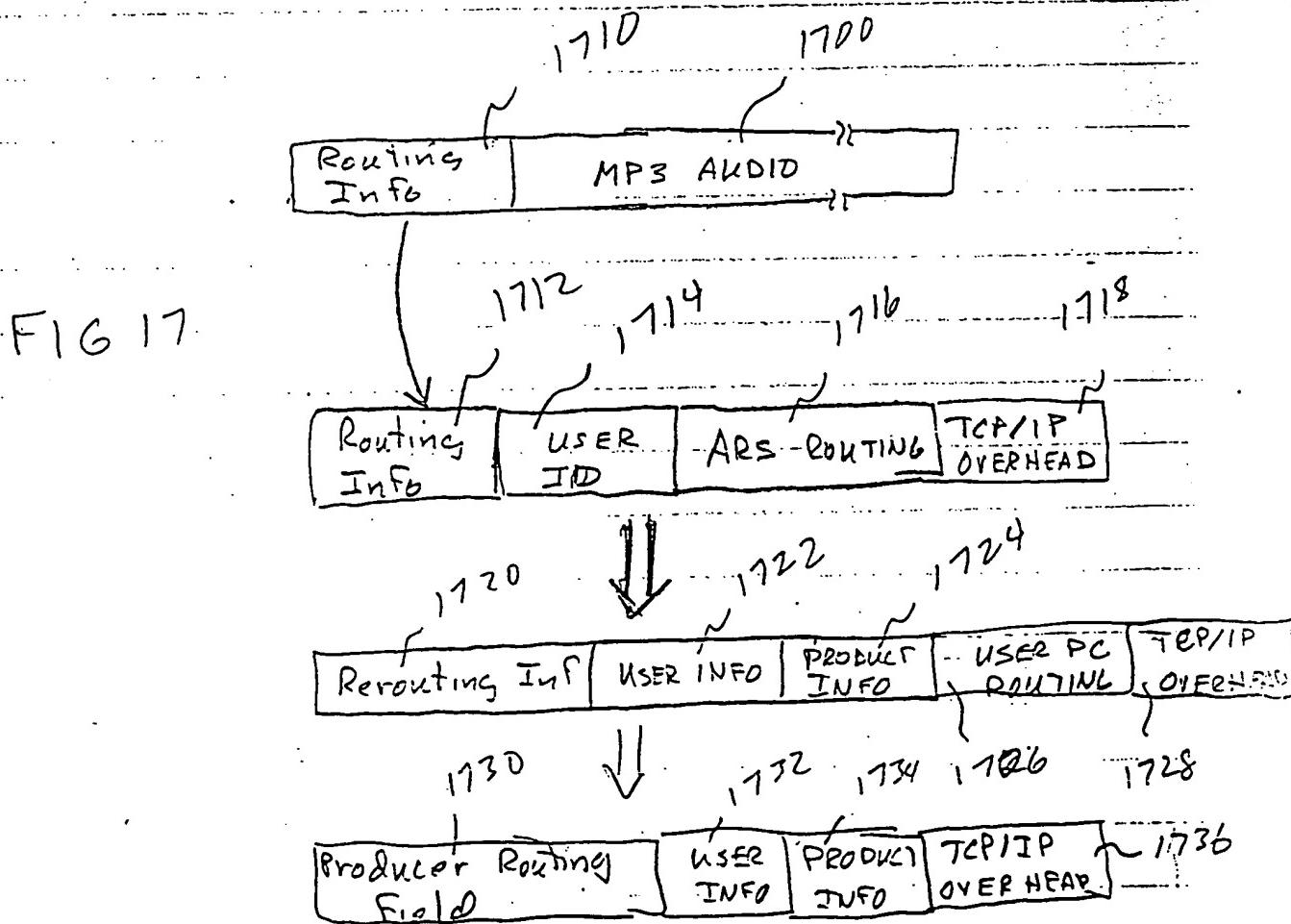
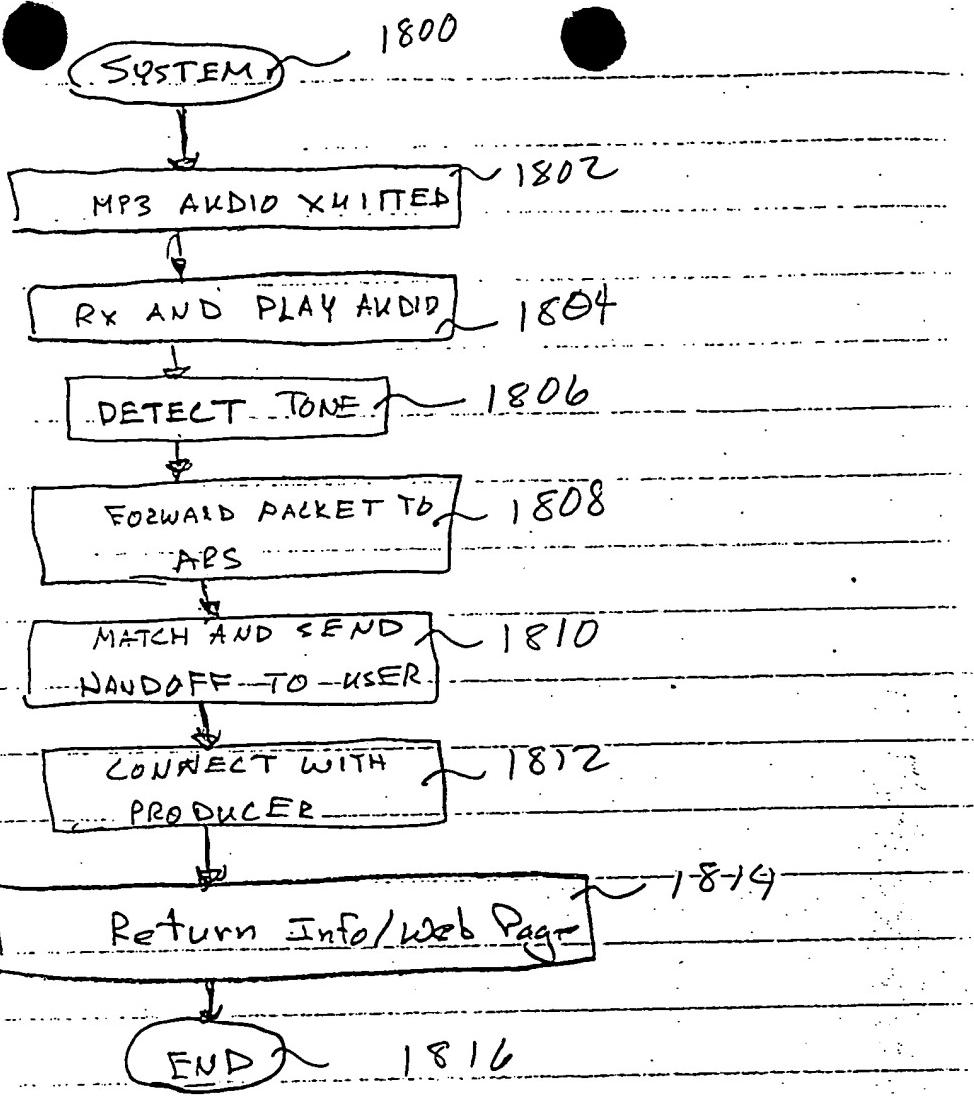


FIG 16





18

FIG 18

PHLY-24,670

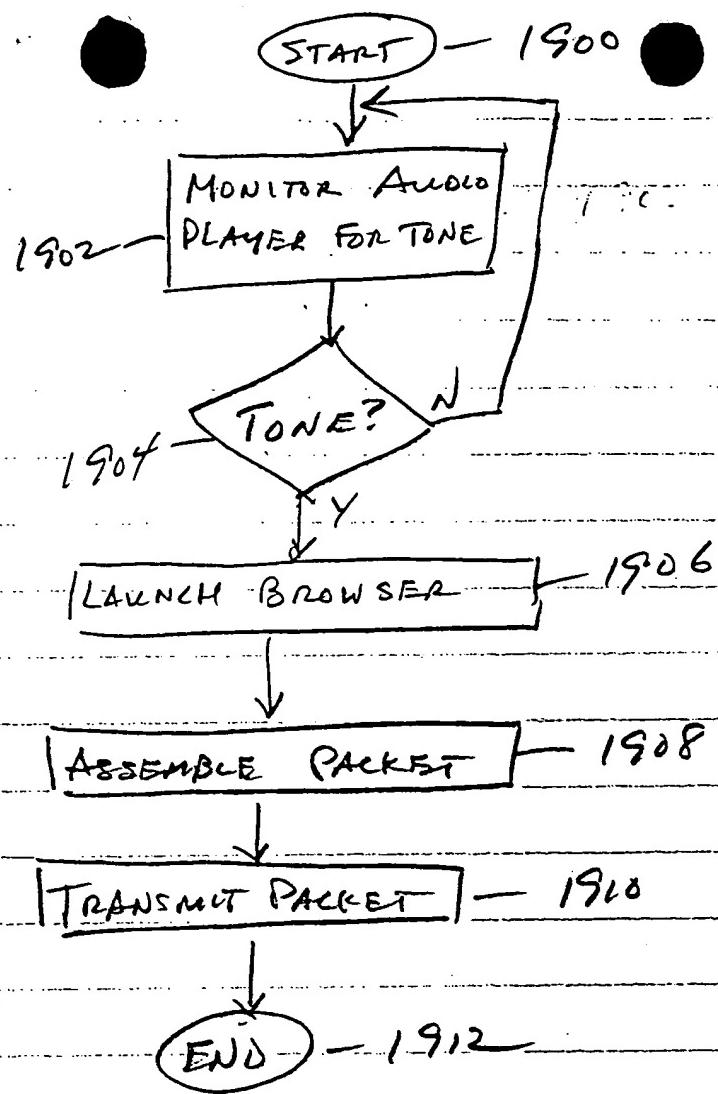


FIG. 19

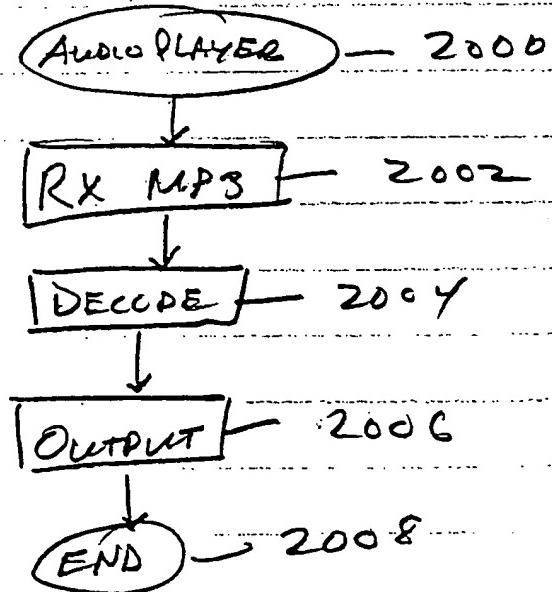


FIG. 20